

magazine
EVA
MEDIA KIT

2024



EVA

AUDIENCE PROFILE

85,9%

WOMEN

14,1%

MEN

89%

MONTHLY INCOME - over 1500 BGN



27,3%

25 - 34 years



22,6%

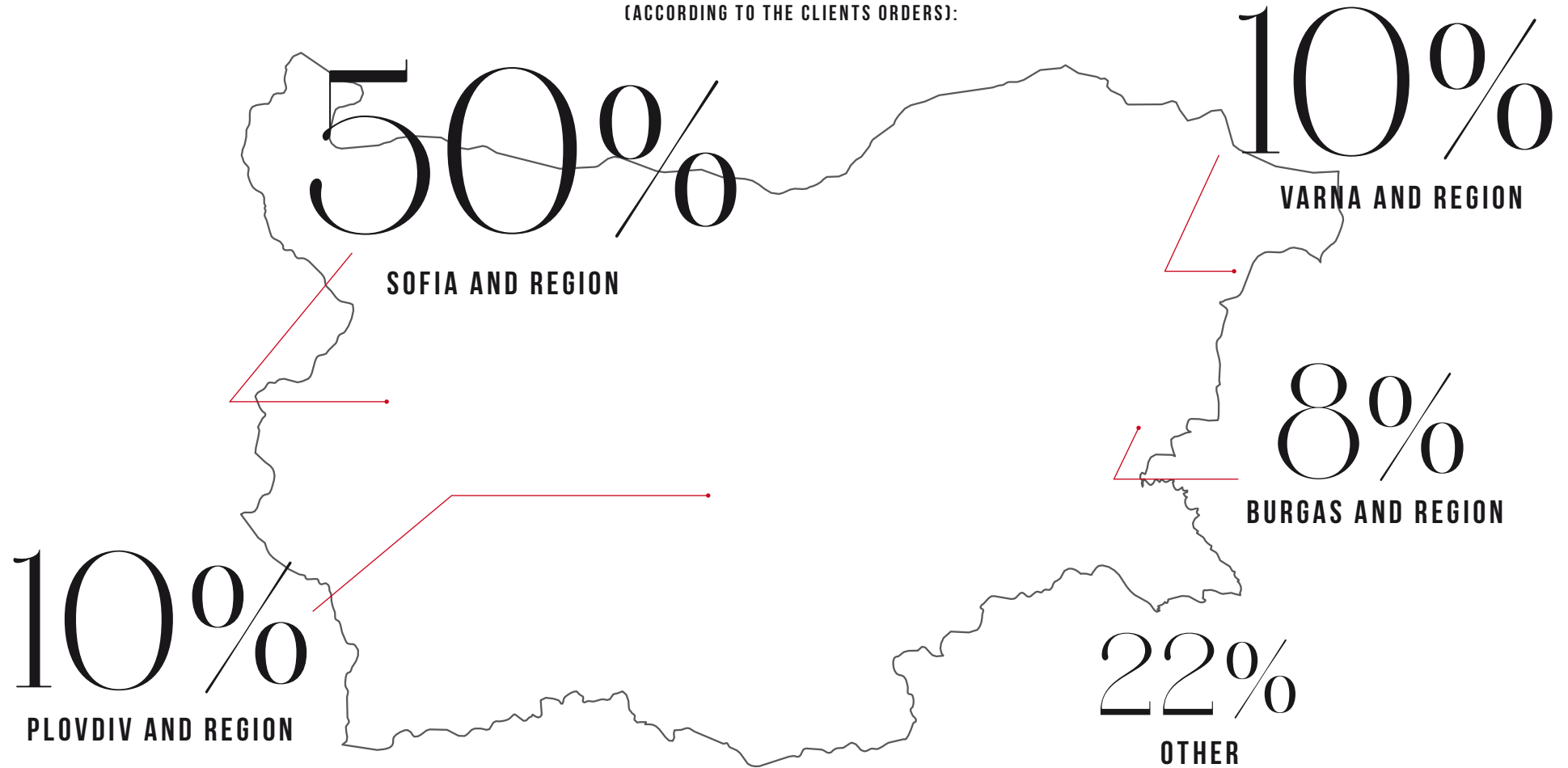
35 - 44 years

17,2%

45 - 54 years

EVA

DISTRIBUTION
(ACCORDING TO THE CLIENTS ORDERS):



MONTHLY PRINT RUN - 10 000
DATE OF RELEASE - 1st date of each month

EVA

THE BEGINNING



1998

the first issue of
EVA magazine



2001



2005



2003

EVA IS A MONTHLY MAGAZINE,

targeted to the wide female audience, aged from 20 to 55 years, modern and dynamic, well educated, with social and professional status, having their own business, financially independent.

The concept of the magazine is to discover inspiring and extraordinary people and to present their stories, to give their point of view about socially significant topics. The slogan “Stories from the woman’s heart” describes the philosophy of the magazine. With its lifestyle topics EVA attracts even man audience, who already reached 14% of all magazine’s readers. EVA was first published in 1998 and since then it has been trusted and recognizable with authority by many readers and partners.



2021

2015



2023

EVA

LEADING RUBRICS AND TOPICS



CELEBRITIES, TRENDS, EVENTS

The leading part of the magazine in which are presented news, trends, interviews with celebrities and popular people in fashion, business and cultural areas. There are also extraordinary stories of ordinary people. Very popular rubrics are “Exclusive...” and “Private dinner with an editor”, where popular people share their stories, secrets, emotions and ideas. The movie, book and music reviews are highly rated part of the magazine. World famous artists, musicians and actors often give interviews exclusively for EVA. The columnists – the journalist Dragomir Simeonov and the writer Milena Fuchedzhieva – are highly appreciated from the magazine readers.

COVER STORY

More than 200 Bulgarian celebrities have been presented on the EVA’s cover, telling their exclusive stories. Cover faces and their stories are EVA’s main advantage and make the magazine well-known with its style and exclusivity.

FASHION

The fashion rubric presents the world newest trends and fashion hits, famous designers and news from the fashion brands. Cooperating with the best Bulgarian stylists and photographers, EVA have always has its leading position fashion.

EVA

LEADING RUBRICS AND TOPICS



BEAUTY

EVA is known as the magazine with the best beauty editor in Bulgaria, according to the readers and the partners feedback. In cooperation with real experts in beauty area, this section presents the new cosmetic products and treatments, fragrances, make-up and nail care trends and products, hairstyle and hair care advices and also is revealing many celebrities' beauty secrets.

PRACTICUM

A part of the magazine where readers can find the advices from leading specialists, doctors and experts in different areas – health care, aesthetic medicine, education, finances etc.

THE PLEASURE OF LIFE

Home design, interior and decoration ideas, travel guide and lifestyle, gourmet and cooking blog are the main topics of this lifestyle rubric of the magazine.

EVENTS CALENDAR

ATTICA EVA EVENTS / 2024



"Talk to EVA" is an idea sharing platform where we bring stories from the philosophy of the magazine in live discussions. The event takes place in the evening and it is a panel discussion with selected guests related to the topic. The audience takes part in the discussion as well asking questions on the topic.

BEAUTY AND INNOVATION

Beauty is an attractive topic which has generated great interest throughout the years of "Talk to EVA". This is also a theme where EVA magazine recognizes one of its causes, along with the theme of health. It is a rapidly developing sector linked to and benefiting from the quickly advancing science and technologies to the fullest extent of their innovations - which implies an interesting and up-to-date discussion and further focuses emphasis on the new.



GRAZIA MOTHER & KIDS AWARDS
The first project, focusing on the most precious period of a woman's life - pregnancy and motherhood. GRAZIA's MOTHER & KIDS AWARDS will present and award the quality and innovation of products and services, achieved by businesses in the industry.



THE GRAZIA RETREAT

For the first time ever, THE GRAZIA RETREAT will get together readers and favorite influencers for two days, filled with challenges, good wine, food and important talks about self-care and confidence.



EVA GOLDEN APPLE AWARDS
An EVA magazine award is established for the first time. The award will feature EVA's enduring symbol, the apple. There will be two components to the event: an awards presentation and an official cocktail reception. The EVA slogan, "stories from the female heart," the magazine's well-known, anticipated, and adored rubrics, and the three primary sectors the magazine covers will all be factors in the prizes. Two awards—one for an exceptionally noteworthy contribution and influence, and the other for outstanding first steps—will be given out in each category. A special award will also be presented in the Eternal EVA category.



THE GREAT 20

GRAZIA Bulgaria will celebrate its 20th birthday with a very special and glamorous party, inspired by the 20s and the timeless movie classic. We kick off with time travelling, a look towards the future is next.



HOW TO BE A BETTER VERSION OF OURSELVES
Motivational event gathering together individuals with professional and life experience in the field of personal development. The goal is to engage in a dialogue about issues affecting women of various ages and pursuing diverse career and life paths.



EVA SLOW DOWN!

An event that focuses on one of today's trendiest themes - innovation and sustainability. The event will bring together representatives from various sectors in a discussion about the issues with sustainability and the options for overcoming them, both in terms of production and consumption. The final part will present a fashion collection of Bulgarian designers, created with recycled materials.

ALL SUMMER LONG
GRAZIA takes a trip to the sea for a big beach party with lots of surprises, games and gifts for all adults and kids. We promise to keep the party going until we run out of good mood.



GOLD STANDARD OR WHATEVER THAT IS WORTH TO INVEST

The theme is designed as a continuation and upgrade of the new multi-topic column in the magazine that will launch from coming year and will be giving professional advice on the subject of worthwhile investments in all possible directions - from investment in precious metals and art, to investment in health and education.



#AWARDS is without a doubt, one of the most promising projects is happening when the creative forces at Attica EVA and United Partners join together. For the fourth year in a row, we will award the best digital content creators. All nominees are in 12 categories, the audience has the final word.



The 19th edition of the event will once again focus on women who are changing with the world with every step they make. GRAZIA will also continue fighting domestic violence in all its forms and shapes.



FOR ANOTHER TOMORROW: UNATED PEOPLE FOR CHANGE
An event dedicated to combatting violence against women and the possible solutions to this huge civilizational issue. It was designed as collaboration between EVA magazine and the "About You" app - the first domestic violence mobile application in Eastern Europe. The event will be divided into two modules. The first module is an open-air photography exhibition, in a Sofia landmark. The second module - discussion panel indoors, will be held during the exhibition period. It will feature a discussion of professionals, working in different fields related to the theme, a projection of the photographs related to the exhibition, various activities with the audience and a cocktail. Paolo Giuliani, clinical criminologist and founder of the Stefan Noikov Foundation, will be a special guest. A segment from the film Un Altro, produced by the Italian business Lumiere and the Bulgarian Stefan Noykov Foundation, will be shown exclusively for EVA's guests.



AI VERY MERRY CHRISTMAS

This year, the magazine's traditional Christmas party gets an all-new look and will take all guests to a distant galaxy with impressive atmosphere and interesting activities that they will just want to share on social media.



EVA DOCUMENTARY
EVA magazine will narrate its story in a documentary, the title of which is taken from the magazine's editorial, "From EVA with Love." The fact that EVA has been in the media market for 25 years, remaining the benchmark for a women's lifestyle magazine, gives us confidence and inspires us to tell about the media's path, for the preservation of its face, and for its development and renewal at a time when social media and influencers pose a real challenge to the influence and opportunities of lifestyle magazines. A documentary that will highlight both the pleasure and the difficulties of producing each issue of EVA magazine and as well as the ongoing confirmation of the principles and values that guide its decisions. "From EVA with Love" will be screened at a premiere event along with a cocktail for the magazine's friends and business partners.

